

ATT: CASSANDR DAVIS @ 571-272-6642  
APPLICATION/CONTROL# 10/812,332 - ART UNIT 3611

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**Changeable Golf Sponsor Display**

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*CLAIMS REVISION*

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253. CLAIMS - We claim;
254. Claim 1:
255. A cylindrically curved flexible plastic display for retaining and securing paper
256. thin indicia printed materials, and comprising;
257. i. a thin, planar flexible plastic substrate body Fig. 1, (10);
258. ii. a completely through cut slit Fig. 1, (24) located in the approximate center of
259. said thin, planar flexible plastic substrate body (10);
260. iii. an indicia printed material retaining appendage Fig. 1, (28) in an approximate
261. shape of an inverted alphabetical letter "U";
262. iv. wherein said appendage Fig. 1, (28) is dimensionally smaller in overall size
263. than an overall dimensional size of said indicia printed material to be secured;
264. v. two line endpoints Fig. 1, (22) of said through cut slit (24) wherein their ending
265. directional paths do not directionally parallel any of 3 longest through cut lines
266. within said inverted letter "U" shape appendage (28);
267. whereas said indicia printed material is sandwiched between rearward and
268. concave surface of said display substrate body (10) and frontward and convex
269. surface of said appendage (28),
270. whereby the improvement is said directional paths of said two line endpoints (22)
271. prevent premature tearing of said substrate body (10) as said indicia printed
272. material is retained even more securely as said substrate body (10) is subjected
273. to and retained in a curved position Fig. 2, (34).

274. OK - Sam Wagenknecht 7/14/06

275. OK Charles Wagenknecht 7/14/06

276. OK - Terry Wagenknecht 7/14/06

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